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ClubSoft announces merger with Boston-based Back 9 Links

RALEIGH, N.C. (July 26, 2011) — ClubSoft North America announced today that it has completed its acquisition of Boston-based Back 9 Links. The two organizations have been working as a partnership for the past three months, which led to today's acquisition.

“This has been an exciting year for ClubSoft and we have seen tremendous growth in our client base,” said Ray McDonald, CEO of ClubSoft. “It became obvious to us as a vendor, and a club owner and operator that Back 9 has a product offering unlike any other company in the marketplace. They have harnessed the power of a strong reservation suite and matched that to a private social network that engages club memberships instead of just informing them.”

McDonald added that ClubSoft was built on a strategy of allowing clubs the option of dealing with one vendor for the “in box to tee box” solutions for automation. The Back 9 product expands this offering by delivering the most powerful reservation system in the industry today. “The advantage of being able to work together up to this point is that it has given us time to get the products integrated,” said McDonald. “No other single vendor can deliver a completely integrated package like the suite we have today. To get this much functionality elsewhere, golf and country clubs will need to have at least two vendors involved and must deal with interfaces between the products.”

Said Evan Witt, CEO of Eximo and Back 9 Links: “This merger makes sense because the companies are a great match. ClubSoft has the strongest sales group in the club industry along with a robust accounting and POS product, and Back 9 Links has the only social network designed club communication product suite. Our teams have worked so well together that it feels as though we have been one company for some time now.”

About ClubSoft

ClubSoft (www.clubsoftusa.com) began operations in 2005 with a group of highly motivated individuals with many years experience in the club software industry. ClubSoft develops, sells, implements and supports the most technologically advanced club management system in the world. The company is owned and operated by people who take personal pride in the quality of the products as well as the support provided to customers. Using the latest development tools and technology ClubSoft has focused on delivering state of the art products to help clubs reduce their IT cost and complexity, while improving speed of management information.

About Back9Links

Back9Links (www.back9links.com) provides club management software for private and public golf clubs, as well as multi-club management companies. The Back9Links product offers an extensive suite of online member-facing tools, ranging from member communication and reservation systems to website management.

About Eximo

Eximo (www.eximo.net) is a leading web-based application provider and partner. With a focus on the technology needs of small to medium sized businesses, Eximo delivers a robust library of applications and also provides custom development and design services.

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